

Chronothron: Time to Run

An Honors Thesis (HONR 499)

by

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Abstract

Running is everlasting. It has been a form of travel, communication, fighting style, sport, lifestyle, etc. America is no longer a culture that uses running for travel or communication, and we have far moved past running as a means of fighting. However, there are many that make a lifestyle out of the sport of running. The Chronothon is an event for these people. The Chronothon is an event for those that enjoy the physical health benefits, the mental health benefits, competition, and friendships running can provide. Running benefits the runner but not always the spectator. In order to do this, the Chronothon was created as a charity event so runners could use running to give back. The charity recipient selected is the Heather Abbott Foundation, a foundation founded by a surviving spectator of the Boston Marathon bombing in 2013. The following pages contain the necessary steps to make the Chronothon a reality using the skills I have acquired in the leadership positions in the BSRA, the knowledge I have gained from an internship in sport operation and management, and the contacts I have acquired in Sport Clubs in the Offices of Recreation Services.

Acknowledgements

I would like to thank Gary Pavlechko for advising me through this project. He has provided unwavering support as I have pursued this project for multiple semesters.

I would like to thank Justin Miller, the BSRA president of 2014, for starting me on my journey of leadership in the BSRA.

I would like to thank Benjamin Peaks, Autumn Duncan, and Gonzo Barajas. As a part of the recreation staff team, this event would have been impossible to complete without their help.

I would like to thank my parents, Brett and Nancy Nordmann, for their constant support in everything I have done, especially this thesis project.

My final thanks goes to all those that have ever supported me in my running career and to those who have made the journey from day to day better than what it could have been: Coach Wes Rettinger, the Triton Jr. Sr. High School Cross Country Team of 2011, Curtis Nordmann, Trenton Cooper, James Lawrence, Neil Kring, Drew Happe, Nick Ensinger, Tayler Fisher, Kendra Storz, and the members and alumni of the BSRA.

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Academic Significance

The Chronothon is a patchwork of sports administrative work. My major during my time as an undergraduate student is Exercise Science, but my plan for the next two years is to attend graduate school to receive my master's in Sports Administration. For this reason, the Chronothon is important because it is my first work in Sports Administration where I am in charge of everything. As an Exercise Science major, an internship is required to complete the program. My internship was spent at America MultiSport, here in Muncie, where I received my first experience in Sports Administration. But the Chronothon is my own event, planned and executed by me. The academic application of this event is difficult to explain because I haven't been exposed to the academic side of sports administration in Ball State classes. The academic application of this event comes from practical experience.

The creation of this event has provided me with several experiences I expect to face after my graduate program in Sports Administration. The first experience is the piecing together of the appropriate steps to be taken. Because this is the first event of its kind, there were no prior steps to be followed. My first step was to reserve a space for the event. Without the space, the event cannot happen. This became a problem when I associated this event with the Ball State Runners' Association (BSRA). Because the BSRA is a sport club, anything and everything done must pass through the Office of Club Sports. Starting in the Office of Recreation Services, I was directed to the Office of Club Sports. From there, a meeting was set up with faculty from Club Sports and Sport Facilities. This meeting had two results: we reserved a space and date for the event, and I realized there is a prioritized order to whom is allowed space at Ball State, and sport clubs are near the bottom. The second step is to make sure everything required by Ball State, Club Sports, and Sport Facilities is taken care of. This includes having the appropriate paperwork being filled out prior to the event, appropriate staff including safety personal being hired for the event, and appropriate reports being filled out before and after the event. The third and final step is to collect donations and send them to the Heather Abbott Foundation.

The second experience I have realized is everyone's schedule does not align with my own. This has come into play numerous times in my Club Sports relations. The hardest portion of this was aligning Benjamin Peaks from Club Sports, Autumn Duncan from Sport Facilities, and Gonzo Barajas from Sport Facilities into one meeting with myself. Because they prioritize anything and everything they do before anything and everything I need to do, whatever meeting time they select is what time the meeting needs to be set for. This is largely due to the fact that getting everyone that needs to be at the meeting to the meeting is extremely difficult because of time conflicts. If I need to adjust my schedule because they have found a meeting time, that is what needs to be done. Scheduling conflicts also come up when working through Club Sports. Through the Runners' Association, I have found Club Sports will control everything you do, plan to do, or try to do. Also, Club Sports has a long list of priorities and it always seems that club needs take at least one to two weeks to become a priority, though they wouldn't admit it. The meeting was by far the most difficult portion of this event but a close second would be staffing the event, specifically EMS. Because Club Sports requires emergency personal, the event will not take place if emergency personal are not present. Unfortunately, Club Sports is in charge of contacting EMS for the event. The event is currently on hold because of this reason.

The final experience I have realized is plans do not survive contact with the enemy. This event first started out as a relay event involving Ball State students. The event barely got past Club Sports but got halted when we reached the sponsor stage. The sponsor refused to contact us back and we reached a point where we couldn't plan any further because of it. That year was scrapped and attempted a second time the following academic year. We ran into the same problem the second year. After the same thing happening twice in two years, we scratched the idea of sponsors. The Chronothon was then born. Starting out running on treadmills, the idea was quickly scratched because of safety issues. We then moved it out to the Ball State track. That move was alright in the eyes of Club Sports but they had to have a substantial amount of details in order to move the idea into the space reservation stage. The proposal to Club Sports including all of the details needed is included in the thesis section at the end of this project. As stated above, the space is reserved but the event is on hold because I do not have permission to contact EMS personnel for the event.

The total academic value of this project is in two parts. The first lies in the hands-on experiences described above. The second lies in the documents created to make this event a success. This is primarily represented in the Steps for the Future Chronothon document at the end of this project that takes everything learned in the creation of this thesis and organizes it into a step-by-step outline for future BSRA members to follow. As an honors thesis project, this event should hold a great amount of academic value. I have decided to move into Sports Administration rather than Exercise Science. Because of this change, this project holds more value in Sports Administration than it would in Exercise Science, which is why this project is academically important to me. Though academic in nature, this project holds much more value to me. This project holds significance to the members of the BSRA and to me personally.

BSRA Significance

Because the Boston Marathon is significant to runners, I felt a charity associated with the marathon would be the best choice for an event so closely involved with running. The Heather Abbott Foundation was chosen as the location of our project donation because of its close ties to the Boston Marathon. The Boston Marathon bombing took place on April 15, 2013. Heather Abbott watched the marathon every year with friends. Arriving at the restaurant to meet her friends, Heather suffered the blast of the bombing to an extent that cost her one of her legs. Though not the only victim of the attack, Heather went on to turn her injury into a triumph, creating a means to provide prosthetic limbs to those in need. Because her foundation is so closely tied to an event that is closely tied to the running community, the Heather Abbott Foundation is the best choice to yield a positive impact on the runners of the BSRA.

As a philanthropic event, the Chronothon will yield a positive impact on the Runners' Association, its members, and the donating businesses of the Muncie community. The Chronothon is an event that the BSRA can call its own. It provides a way for the Runners' Association to branch out to the Ball State and Muncie community and say, "We are here. We are more than runners." The event will do the same for the members of the BSRA. Along with being able to claim more from the BSRA than running, the Chronothon will give members a chance to be a part of something that will benefit others with no financial gains for themselves. Lastly, the Chronothon will give Muncie local businesses the opportunity to be a part of something that is benefitting others.

Personal Significance

The Chronothon has an academic value; this much is true. I believe it satisfies the guidelines of an honors thesis creative project: this is also true. But my project has more meaning and motivation behind it than academic value and its status as an honors thesis project. Simply put, the Chronothon is a product of my passion as a runner.

In high school, the cross country team was with whom I spent much of my time. I dedicated time to practice and to meets on weekdays and on weekends. Though I didn't realize it at the time, I had found my identity with the friends on my team and with the sport that, at the time, I did not love. Running was simply going through the motions for me: show up to practice/meet, stretch, run, and go home. But I would enjoy the time I spent with my fellow teammates and friends. When I graduated in 2012, I expected never to run again. I didn't think I enjoyed it as much as I had, and I wasn't that fast. As a freshman at Ball State, I was lost. I found it hard to make friends and often spent much of my time alone. I wasn't involved in many activities on campus because I lacked the friends to accompany me. I realized I had so much invested into the cross country team but never realized it. Running was how I met my friends in high school and led to how I spent my free time. I picked it back up early in the fall of my freshman year and looked into joining the cross country team at Ball State. Sadly, I found out Ball State doesn't have a cross country team; I looked elsewhere. The Ball State Runners' Association is a club sport dedicated to health and exercise through running, accepting all levels of runners. It took more time than I had hoped, but I eventually found friends in the Runners' Association and a way to constructively spend my free time.

Runners are often asked why we do what we do. Why do we have a long run that can be up to twenty-two miles a day? How do you run outside in January? You're crazy! (Not really a question but it fits into my point.) I asked some of the members of the BSRA to answer this question. All of the answers fit into four categories: health, community, competition, and enjoyment.

Running promotes physical health. As an exercise science major, I have learned this in almost every class. Running promotes cardiovascular health, leading to increased blood flow to the body, better lung and oxygen utilization, decreased risk in the chance of a cardiovascular event (heart attack, angina, etc.). Many do not realize that running benefits mental health as well. Davon Geiger, president of the BSRA, says "I run because it's a time for me to reflect on what I did with my day or what I want to do with my day. It's alone time for me." From my own experience, there is no better stress reliever than a long run. It usually takes me just under two hours to complete fifteen miles, a typical Sunday run when I am marathon training. During this time, I am allowed two hours of freedom from homework and stress, from roommates and house problems, and from life. A run gives you time to think about what you have done, how you have helped people, and how you have hurt people. Running is the opportunity to take a step away from your life and look at it without being in it.

My friends in high school were on the cross country team, my friends in college are in the BSRA, and I live with three other runners. There is just a bond that is formed when you spend countless miles together that many nonrunners don't understand. This sense of community stretches beyond just a single team. While a single team may form close friendships, runners are a social people. Cross country meets are a social event where one team will mingle with another because there is a common thread that binds everyone together. You can sign up for any race, show up to the starting line, and have a conversation with some twice (or half) your age and still

have more to say by time the race is over. I have never been a part of a group so vast. I simply cannot explain the sense of community you feel from running. Your team is your family and all runners are your friends. It must be experienced, not explained.

Running is a sport, so there is the obvious competitive challenge. The agonizing rush of running next to someone for any number of miles, only to sprint 100 meters that really matter and cross the finish line before your opponent is once again something that must be experienced. There is competition in every sport though. Running provides competition with yourself. There is always the goal involved: losing weight, beating your last 5k time, running the farthest distance you have ever run. You can always better yourself through running. I was once told that you can't run against yourself, you have to have someone there. That person has obviously never been at mile twenty-two in a marathon with nobody around you, the voices of your body screaming you must stop, and the voices in your head screaming you must continue. I have. In running, the final competition lies in beating yourself.

The final reason people run is enjoyment. This is the most complicated reasons of the four because everybody doesn't have it. Some people despise running. Some people don't mind it to stay in shape but would rather exercise in a different fashion. To put it simply, enjoyment from running is experienced by runners. Until you are a runner, you probably won't enjoy it.

These reasons are all well and good but it barely explains why this project is personally important for me; it only explains why people run. I am not so worried about the health part of running. Running definitely gives me the opportunity to compete and better myself but that also isn't why I run. I don't even run because I enjoy it, though it would be hard to do the workouts I do if I hated running. The reason I run is because I am a runner. To me, this is my identity. I have been involved in running since the sixth grade and it is now a part of me. I wouldn't know what to do with my time if I didn't run. I have made and lost several friends in the four years I have been at college. I have bought books that were never used in classes, spent time on campus during snow storms and canceled classes, and have been disappointed in almost every aspect of college in some way. But running has always been there for me. It has provided me with the closest friends I have ever had. It has helped me in my faith. It has helped me achieve what I would never have thought possible as a freshman in high school. Running has taken me to places that I never would have been without it. Without running, I would be a completely different person.

The BSRA has helped provide this ever-growing experience for me. The BSRA has provided me with things to do almost every day, opportunities to improve who I am through work and volunteering, and unwavering friends and even my probable best man when that time comes. I was raised to recognize what has helped me and to give thanks for it. There can therefore be no greater purpose for this thesis project than to give back to the Runner's Association that has helped me so much. The Chronothon was created with the intent of bettering the BSRA and its members by providing a lasting event that will provide an impact on their own lives and the lives of others.

Navigating the Final Product

The finished product of this thesis begins on page 10 with a secondary table of contents describing the contents of the finished product folders. The first folder contains the original Chronothon Proposal. This document went through several revisions in order to be accepted by Club Sports and Sport Facilities in Recreation Services. It contains the details behind the why of

the event, the how to of the donations and operations of the event, the requirements of the event, the safety measures that need to be in place, and the benefits the event will yield. The Chronothon Proposal is the beginning of the planning of the Chronothon.

The second folder contains the Business Proposal and the Pledge Document. The Business Proposal is a simplified version of the Chronothon Proposal. It contains the basics of the Chronothon including why this event is important and how businesses can donate. The Pledge Document is a written commitment for business owners or managers to sign, indicating their agreement to pledge the written amount.

The third folder contains information about the Heather Abbott Foundation. This includes the IRS document proclaiming the Heather Abbott Foundation as a charitable foundation. This form is required by Club Sports and the Accounting Office in order for the Ball State Runners' Association to send a donation. Because of the format sent from the Heather Abbott Foundation, this document is inserted untampered without page numbers. The folder also contains the address to send our donation to.

The fourth folder contains event day information. The Participation Spreadsheet is located in this folder. This sheet is for digital use and contains the time intervals that each runner has signed up for as well as waiver and safety information about each runner. The second document in this folder is the Donations Form. This form contains the names of business and individuals who donated to this event as well as the amount. This form would be considered the most important by Club Sports and Sport Facilities because it denotes the total amount we brought in with this event. Because of the workings of Club Sports, this amount will be deposited into the account of the Runners' Association and a single check will be written to send to the Heather Abbott Foundation. The amount on the check must match the total amount on the Donations Form. Completed Pledge Documents follow the Donations Form. These documents will not be included in the page numbering sequence.

The fifth and final folder contains the final four documents. The first is the Post Event Summary. This document includes the pros and cons of event day for future review. These details are important academically because they help assess the workings of the event and assist in making another event better. The Post Event Summary will also include a summary of the contribution of this event to our members and what our contribution was to the Heather Abbott Foundation. The final piece of this document will be my academic assessment of what I learned after the event had taken place. The second document in this folder is the Steps for the Future Chronothon document. This event will summarize what was completed prior to this year's event, what occurred during the event, and what was done after the event. The finished document will be a guide for future members to use to recreate this event without blindly figuring out the proper steps to take. The ending of the Steps for the Future Chronothon document outlines the challenges faced in the making of this project. Unfortunately, challenges arise in the making of a new event when new ground has to be broken. Fortunately, these challenges offer a learning environment for me as I move into a graduate program in Sports Administration. These challenges are included in this document to show the thought process of getting passed them as well as possible challenges that may arise in the future. The last two documents are the Final Checklist and the Permission to Send to Bracken Library forms required by the Honors College, without page numbers.

Works Cited

Boylan-Pett, Liam. "Charity Treadmill Relay: 46 Hours, 345 Miles and nearly \$4,000." *Runner's World*. Runner's World Magazine. 10 Feb. 2015. Web. 10 Sept. 2015.

<<http://www.runnersworld.com/newswire/charity-treadmill-relay-46-hours-345-miles-and-nearly-4000>>

The Chronothon began based on Penn State Run Club's charity event "Miles for Smiles." The event ran for 46 hours and accumulated just over 345 miles, resulting in \$3802 in donations. The Chronothon began as a 26.2 hour event designed to accumulate donations per mile. 26.2 hours was lowered to 13.1 hours and what is now the Chronothon was born. The article cited above was used as a spring board to begin the idea of the Chronothon. Credit should be given to the Penn State Run Club.

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The Ball State Runners' Association

The Chronothons: Time to Run

Proposed by Nicholas Nordmann



Purpose

My involvement and passion for the Runners' Association has created an opportunity for a unique thesis project to help complete my honors diploma requirements at Ball State. My thesis goal is twofold; to create a philanthropic event that will strengthen a charitable not for profit organization and establish an increased positive image of the Ball State Runners' Association (BSRA) on campus, in the community, and beyond. My thesis project is inspired by a philanthropic event the Penn State Runners' Association hosted. Penn State's club cross country team devoted 46 hours to non-stop running on two apartment treadmills. During the fundraiser affectionately called "Miles for Smiles," each participant pledged money per mile ran on the treadmill. Altogether, 51 runners ran 345.21 miles on two treadmills and raised \$3,803 for pediatric cancer research. For more information a link to their event can be found here:

<http://www.runnersworld.com/general-interest/charity-treadmill-relay-46-hours-345-miles-and-nearly-4000>

Because of the success the Penn State Runners' Association had with their event I would like to host a similar event in conjunction with the BSRA. Through my experience as the President of the BSRA, I will be able to utilize many resources our club and Sports Club department has to offer. We would like to change their idea slightly. Rather than using treadmills, we would like to repeat the event on the indoor track, keeping track of the number of laps ran in a 6.55 hour period. Because the event is unknown, we will seek reservation of the Scramble Light to help spread word about this philanthropic event. All donations received through the duration of the event will be donated to the Heather Abbott Foundation.

The Heather Abbott Foundation helps provide customized prostheses to those who have suffered limb loss through traumatic circumstances. The Heather Abbott Foundation was created to help amputees thrive in their recovery and return to the life they love. The Boston Marathon bombing took place on April 15, 2013. Heather Abbott watched the marathon every year with friends. Arriving at the restaurant to meet her friends, Heather suffered the blast of the bombing to an extent that cost her one of her legs. Though not the only

Space Requirements

- Power
- Lighting

Material Requirements

- Table
- Chairs
- Sound System
- Water Coolers
- Extension Cords

Order of Contacts upon Event Approval

1. Space Reservation
2. Heather Abbott Foundation
3. Donations
4. Runner Sign Up
5. Waivers

victim of the attack, Heather went on to turn her injury into a triumph, creating a means to provide prosthetic limbs to those in need. A link to the Heather Abbott Foundation homepage can be found below.

<http://heatherabbottfoundation.org/about/>

***ALL INFORMATION BELOW IS BASED ON 6.55 HOURS USING THE INDOOR TRACK FACILITY ON APRIL 16TH.**

Donations and Operation

For this event, each mile ran will create a donation. Prior to the event, the executive board will contact businesses throughout the Muncie area as well as student organizations on campus asking for donations. There will be four ways to donate:

1. Pledged amount per mile. This would entail a pledged amount of money for every mile ran. i.e. \$0.25/mile for 200 miles would be a donation of \$50.00. This donation method would have the possibility of a maximum donation if the business or organization would want to cap their donation at a specific amount.
2. Pledged donation. This would entail a pledged amount on completion of the event; independent of the number of miles ran.
3. Runners can raise donations from family and friends. This manner of donation will be investigated further.
4. Donation during event. We will have a separate group posted at the Scramble Light at a high traffic period of time on Thursday and Friday, or Friday and Saturday pending date approval. As students pass by, we will be accepting donations.

*Option 3 and 4 will be investigated further whether they will be feasible to attempt.

The primary group will be runners from the BSRA. Other organizations and professors are also in the scope of possible runners. Runners will sign up for intervals prior to the event so we have a constant runner on the track at all times during the 6.55 hour period. No runner will be allowed to walk or run on the track without pre-registering. At all times, at least one runner will be running laps around the track. A table and recorder will be set up during the entirety of the event, keeping track of the number of laps ran by each runner and the total number of laps. Upon completion of the event a total mileage count will be assessed to determine donation amounts. At the end of the event, total miles will be sent out to businesses and organizations that pledged donations as well as a copy of their pledge. Donations will then be collected and deposited into the Runners' Association bursar account. From there, a check will be sent to the Heather Abbott Foundation.

BSU Requirements and Reservations

Upon approval of the Chronothon, there are many steps that will need to be taken to create a safe, fun, and productive atmosphere. Waivers will need to be signed by all runners on the track before their participation, based upon the requirements set by Ball State. Below is a list to consider including in the waiver:

1. Printed name verifying a Ball State student, faculty, or staff.
2. Statement verifying an active roster member of the BSRA.
3. Statement of termination without penalty.

4. Statement explaining the use of recorded mileage.
5. Statement verifying proper attire is worn meeting the safety guidelines.
6. Signature verifying participant is participating at his/her will and understands the possible risk of injury. Signature also verifies student will not sue the Runners' Association, Ball State, or any affiliated organization.

The first and most important reservation to make is the use of Ball State's indoor track facility for a 6.55 hour period. This date will be determined after consulting the facilities director. We will need access to power outlets at the track as well as lighting during the night. Upon reservation of the event space, staff will need to be hired to monitor the event. A certified athletic trainer or EMS is required for emergency safety measures. The cost of a single EMS is \$100/hour. The cost of a CAT from Central Indiana Orthopedics is \$25/hour. Two recreation staff are required at the event as well. A recreation staff must be present during the entirety of the event, costing \$7.25/hour. A recreation supervisor must be hired for one hour, costing \$8.25/hour. The supervisor must be hired to open the Student Recreation and Wellness Center after hours because of its closing time at 10:00pm on Saturday nights. The space reservation and staffing are the minimum requirements to be able to put this event into effect.

The Ideal

Time: The preferred amount of time for the Chronothon is 26.2 hours. This represents the amount of miles in a marathon. If 26.2 hours is not possible, 13.1 hours would be the next best time. This represents the amount of miles in a half marathon. The most likely option due to finances is the 6.55 hour event. This represents the amount of miles in a quarter marathon.

Date: April 22nd is the preferred dates for the Chronothon. We have our End of the Year Banquet on April 22nd in conjunction with our Alumni Weekend. If the event ended at 5pm on the 22nd, Alumni would be able to at least see what the event was about for the last hour. The secondary preferred date for this event is April 18th. The Boston Marathon is on April 18th. Because of the significance of the Boston Marathon to the running population as well as the Heather Abbott Foundation, we would like our event to end at 8:50am. This time coincides with the start of the Boston Marathon. Both of these dates will work for all three time options if the day before each request is used.

Facilities: The indoor track facility is preferred to the outdoor facility primarily to avoid scheduling conflicts with track teams. By the end of the semester, teams should be outside practicing rather than using the indoor facility. The indoor facility also has the added benefits of being "rain-delay proof" and easier campus access. The door leading to the east parking lots by the Health Center would be used for entry and exit so the remainder of the Student Recreation and Wellness Center Center can be closed off. The secondary facility we would consider using is the outdoor track. We would need to coincide our event with the track teams that use it as well so the time may need to be adjusted.

The 2016 Event: The Chronothon is currently reserved to be held at the indoor track facility in the Student Recreation and Wellness Center on April 16th from the hours of 3:00pm to 11:00pm. This allows for one hour of set up and 27 minutes of tear down. A recreation staff member and CAT will be hired from the hours of 4:00pm to 11:00pm. A recreation supervisor will be hired for the final hour of the event to supervise the event after closing hours at 10:00pm. The cost of staffing this event will be \$234.00 and is broken down as follows: 7 hours at \$25/hour for a CAT

will cost \$175.00, 7 hours at \$7.25/hour for a recreation staff member will cost *\$50.75, and 1 hour at \$8.25/hour for a recreation supervisor will cost \$8.25. The operation hours of the event will be from 4:00pm to 10:33pm, a total of 6.55 hours.

Secondary Requirements

To maximize efficiency of the event and of the runners, we will tables and chairs for a rest area and tracking area. The table and chairs can be reserved through the Recreation and Wellness Center. Music will not be a necessity but would enhance the event. It would be ideal if music could be played throughout the night. We would provide all equipment for the sound system. Music would be kept at an appropriate volume throughout the day to avoid any noise issues with classes. If the outdoor facility is used, we would need to look into a noise permit for the use of the sound system as well as consider a time period for "quite hours." A final note to consider is what kind of electrical outlets are used at the track and field facility. This will determine what we will need in terms of extension cords for the sound system and laptop (provided by myself). The laptop will be used to track mileage throughout the event.

Safety

Safety of those participating is our primary concern and we will take the necessary steps to make sure the event goes without injury. All participants must meet the following criteria and requirements prior to running:

1. Must have an active Ball State ID as a student, faculty, or staff.
2. Must be an active roster member of the BSRA.
3. Must wear closed-toed athletic shoes and athletic shorts or pants to participate.
4. Runners will be allowed a maximum of 30 minutes on the track per 45 minute period.

As the event draws closer, UPD will be informed so they are aware of the event going on for a 13.1 hour period, and student may be coming in and out of the Recreation Center in the late night or early morning. A Runners' Association safety-officer certified in CPR, AED and first aid will be present at all times at the event in the case of an emergency. With this safety officer, EMT personal or a certified athletic trainer will be present. Recreation staff will also be present. A first aid kit will also be brought to the event. At the indoor facility, hydration will be a key issue. Water will always be available for all runners at all times. Weather is the primary concern at the outdoor facility. In a heat scenario (above 85°F), runners will be stopped every 2 miles to drink water. In a cold scenario (below 40°F), runners will be required to wear protective running gear including but not limited to, gloves and a hat that covers ears. Runners will be allowed to run in the rain but the event will be postponed at any lightning sighting or thunder sound for 30 minutes after the last occurrence. A car will be located at the southeast entrance to the track in case of emergencies.

Benefits

The Chronothon is not only providing me with a thesis for the Honors College. The event will broaden the scope of the Runners' Association for our members as well as the club itself. The event will also provide benefits to the Heather Abbott Foundation through monetary donations and provide benefits to our members by giving them a meaningful experience they can

be a part of. The event will also increase our club's reputation across campus as well as with Club Sports and the greater Muncie community. By putting on this philanthropic event, the Runners' Association will gain a more positive image that will be advantageous for future years.

No steps have been taken to contact any person, organization, or business for any part of this philanthropic event pending approval to affiliate this event with the Runners' Association. Upon approval to affiliate this event with the Runners' Association, no steps will be taken to contact any person, organization, or business for any parts of this philanthropic event pending reservation and approval of a date, time, and facility.

Proposed by,
Nicholas Nordmann, on behalf of the Runners' Association

The Ball State Runners' Association

The Chronothon: Time to Run

Proposed by Nicholas Nordmann



My involvement and passion for the Runners' Association has created an opportunity for a unique thesis project to help complete my honors diploma requirements at Ball State. My thesis goal is twofold; to create a philanthropic event that will strengthen a charitable not for profit organization and establish an increased positive image of the Ball State Runners' Association (BSRA) on campus, in the community, and beyond. The event will last for 6.55 hours at the indoor field and sports building in the Ball State Recreation Center on April 16th. Runners will sign up for a time interval during the 6.55 hours to run laps around the track. The laps ran by all of the runners will be totaled and applied for donations. The Runners' Association is appealing to local businesses to pledge donations in two different ways.

Option 1: Pledged amount per mile. This would entail a pledged amount of money for every mile ran. i.e. \$0.25/mile for 200 miles would be a donation of \$50.00. This donation method would have the possibility of a maximum donation if the business or organization would want to cap their donation at a specific amount.

Option 2: Pledged donation. This would entail a pledged amount on completion of the event; independent of the number of miles ran.

These donations will be pledged prior to the event. Miles will be recorded during the event and submitted by email, or the best possible communication, to each business. Donations will then be collected post event and deposited into the Runners' Association account. A check for the entire donated amount of all businesses will then be sent to the Heather Abbott Foundation. More information on the Heather Abbott Foundation can be found here:

<http://heatherabbottfoundation.org/about/>

Proposed by,
Nicholas Nordmann, on behalf of the Runners' Association

Chronothon: Pledge Document

I, _____, in representation of _____,
(print name) (name of business)

pledge the below amount to be donated to the Ball State Runners' Association to be paid in full to the Heather Abbott Foundation. Upon completion of the event on April 17th, I understand I will receive an email from Nicholas Nordmann regarding the amount of miles ran and the amount I owe in representation of the above business. I realize Nicholas Nordmann will pick up said donation on April 18th to be deposited into the Ball State Runners' Association account on the 18th. I realize my donated amount will be sent to the Heather Abbott Foundation from the Ball State Runners' Association account.

Donation Options

Option 1: Amount per Mile

This donated amount will consist of a total amount based on the number of miles ran. I will pledge a designated amount to be paid for each mile ran in the 6.55 hours of the Chronothon. I understand that I can designate a maximum amount I would like to donate.

Amount per Mile \$ _____ Maximum Donation (if desired) \$ _____

Option 2: General Donation

This donated amount will consist of an amount decided upon prior to the event, independent of the amount of miles ran.

Donated Amount \$ _____

I realize that filling out this form is a legal document. The amount indicated above will be collected on April 18th. My signature below signifies that I will donate the amount indicated on the indicated date, provided I will be contacted on April 17th with the amount I am required to donate by this document.

Signature _____ Date _____

Email Address _____

Accepting Signature _____ Date _____

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **APR 09 2015**

THE HEATHER ABBOTT FOUNDATION
C/O ANITA L PELLETIER
1300 CLINTON SQ
ROCHESTER, NY 14604

Employer Identification Number:
47-2475200
DLN:
17053016330015
Contact Person:
MRS T FARR ID# 52404
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
December 5, 2014
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

THE HEATHER ABBOTT FOUNDATION

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

Tamera Rippanda

Director, Exempt Organizations

Heather Abbott Foundation

181 Bellevue Ave. #407
Newport, RI 02840

Participation Spreadsheet

First Name	Last Name	Total Time Ran	Total Laps Ran	Total Miles Ran
Mandy	Bode	03:15.0	151	18.875
Sarah	Garner	03:33.0	158	19.75
Jake	Crosley	03:00.0	167	20.875
Trent	Cooper	03:18.0	184	23
Ryon	Herin	01:00.0	59	7.375
Vanessa	Covarrubias	03:03.0	131	16.375
Adam	Wu	01:30.0	61	7.625
Nick	Ensinger	01:30.0	108	13.5
Alex	Smith	02:48.0	115	14.375
Kendra	Storz	02:30.0	135	16.875
Kailtyn	Pulos	00:45.0	39	4.875
Raymond	Garcia	00:30.0	17	2.125

Combined Time Ran	26:42.0
Combined Laps Ran	1325
Combined Miles Ran	165.625

Donations Form

Business Donations

Business	Contact	Amount Donated
America MultiSport	Steve Tomboni	\$100.00
Reed Results LLC.	Steve Reed	\$50.00
Underwater Services	Tom Leaird	\$25.00
Greenway 500	Michael O'Neil	\$70.00

Total Business Donations \$245.00

Individual Donations

Name	Amount Donated
Brett and Nancy Nordmann	\$100.00
Leland Yarger	\$20.00
Alexander Montoye	\$20.00
Miranda Bode	\$50.00

Total Individual Donations \$190.00

Total Business Donations \$245.00

+

Total Individual Donations \$190.00

Total Donations \$435.00

Post Event Summary

Event day ran smoothly with the help from Ben Peaks of Club Sports. Set up started at 3:00pm. When I arrived at the Field Sports Building, Ben had tables and chairs already set up for myself, the recreation staff, and the athletic trainer. He also had the auxiliary cord set up for music and had a wireless microphone ready to go. The only thing I needed to do on event day was to set up my laptop and fill water jugs for the runners. Upon completion of the event, the recreation staff took care of clean up.

To conclude the event, we needed to pay the staff. Ben Peaks is taking care of everything through Club Sports to pay recreation staff and the Central Indiana Orthopedics athletic trainer without any paperwork on my part.

There were no injuries during the event so accident forms were not needed.

All donations were collected by the Monday following the event. Within the following week of the event, the donations were submitted into the BSRA bursar account using the deposit form for Club Sports. A check request was then submitted for the exact amount using the check request form for Club Sports. Ben Peaks entered the Heather Abbott Foundation into the Ball State system as a licensed vendor prior to the event so there wasn't any hold put on the donation check.

Pros

We had a seamless run without any problems with any staffing. The recreation staff members moved in and out and kept out of our business. The Central Indiana Orthopedics athletic trainer showed up on time and sat through the entire event. We didn't have any injuries so he didn't have anything to do, a good thing. We had runners running during the entire interval. Overall, the event finished without a major problem.

Cons

Unfortunately, we did not receive as many donations as we could have. I contacted the business that I worked for and each of them donated. Those business were each individually owned so it wasn't a problem for them to write a check. Bigger businesses like Scotty's, Brothers, and Sport Clips need more time to make a donation because donation requests must be sent further up the corporation for approval. I didn't start early enough for donations to allow enough time to for approval. As far as individual donations go, I could have started with more time for that as well. Family and friends could have been contacted sooner. Professors also could have been contacted sooner.

Our running situation could have been better as well. We only allowed BSRA members to run this year. Next year, we need to work on allowing alumni and professors to run, possibly Ball State students. Because we only allowed BSRA members to run, we had very few runners. We managed to fill all of the time slots but Trent Cooper and Jake Crosley ran over 20 miles each. We also had a few runners bail on three different time intervals. Luckily, we had multiple runners during the slots. We need to focus next year's event on more runners and more donations, both starting earlier than this year.

BSRA Significance

The Chronothon yielded 12 runners, 165 miles, and \$435.00. As a small club, this small donation has a great impact on us because it represents what we can accomplish together as a team. We had eight runners complete more than a half marathon on the track in our 6.55 hour time period, two of which completed 20+ miles. The accomplishments of these runners is incredible for a cause that we hold so close to home. This event also boasts a “we are here” beacon on Ball State’s campus as well as among our alumni. To Ball State, this event lets the community know we are more than a cross country club. To alumni, this event lets them know we are still an active club seeking to expand further than running.

Personal Significance

This event held great personal significance to me because of all of the work I have put into it. Multiple semesters have gone into this event. The Chronothon started out as a simpler track race and later turned into a relay race. The Chronothon was the third version of a philanthropy event for the Runners’ Association. Besides the time commitment, this event completes my honors degree. Honors has been a long road that I considered dropping in my sophomore year. After encouragement from my parents, I continued into some of the hardest classes I have taken at Ball State; classes that tested more than my knowledge but rather my thinking. After a long and difficult road, the Chronothon represents hard work paying off.

After discussion with my thesis advisor, we realize together that the Chronothon was much more than a thesis. As I stated in my artist’s statement, the Chronothon was groundbreaking for my graduate program into Sports Administration. But the Chronothon provided me with more learning opportunities than I realized. This event had ties in public relations, human resource management, communication studies, and marketing. All of these were fields that I never thought I would be involved in. By creating this event, I have put these learning opportunities in my path. Closer to my bachelor’s degree are the fields of exercise science, physiology, and health science. This event started based on safety principals I had learned in exercise science, specifically my physiology course. These safety guidelines included proper hydration for muscle function, appropriate safety concerns involved in environmental temperature, and the safety involved in running for long periods of time.

I cannot begin to describe what this event has meant to me. The Runners’ Association has provided an incredible, personal experience for me. Ball State has provided an amazing education that I will value throughout my career. Combining these two experiences in the last four year, I was able to create a thesis project that reflected my entire collegiate past, while simultaneously opening doors to my future.



THE CHRONOTHON 2016

Steps To Be Taken

Abstract

The Chronothon 2016 is the Ball State Runners' Association's first annual philanthropic event. It is the hope of the creator of this event that it will become a recurring annual event for the BSRA and continue to grow and impact its members.

"Run long. Run often. But never outrun your joy of running." –Julie Isphording

Nicholas Nordmann

April 16, 2016

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We are a club sport. We aren't allowed to control what we do, and we aren't on anyone's priority list. Remember this when trying to get things done. Follow up emails are extremely important.

Also, Ben Peaks is very willing to help. He was definitely an asset to our event.

Purpose Statement

The Runners' Association has had a deep and lasting impact on me throughout my college career. It not only provides the opportunity for me to compete in the sport that I love, but it has provided for me my best friends and a social environment for me to invest my time. For these reasons, the BSRA has become the center of my non-academic, collegiate experience. I wish to give back to the organization that has given me so much.

The Chronothon is my way of giving back to the Runners' Association. It will provide members with an opportunity to run for others rather than themselves. It will provide the BSRA the opportunity to have a recurring event outside of competition. These two goals are my way of creating more than competitive runners in the BSRA, but runners that are consciences of the environment around them.

The Chronothon is inspired by a philanthropic event the Penn State Runners' Association hosted. Penn State's club cross country team devoted 46 hours to non-stop running on two apartment treadmills. During the fundraiser affectionately called "Miles for Smiles," each participant pledged money per mile ran on the treadmill. Altogether, 51 runners ran 345.21 miles on two treadmills and raised \$3,803 for pediatric cancer research. For more information a link to their event can be found here: <http://www.runnersworld.com/general-interest/charity-treadmill-relay-46-hours-345-miles-and-nearly-4000>

Documents from the 2016 event aligning with each specific topic can be found in the respective folders, organized by chronological importance, which are included in this binder. These documents should be consistently updated to align with the current year and event date. At the end of each section are recommended dates when certain factors should be started and finished. These are suggested dates based on an event in mid to late April. Actual completion deadlines should be reassessed upon the set date of the event each year.

Space Reservation

Space reservation is long and tedious work but is the most important aspect of the event because without it, the event cannot take place. I made the mistake of working with my faculty outside of club sports first. Because this event is associated with a club sport, everything must be through them.

Contact Benjamin Peaks at bwpeak@bsu.edu. Ben is our direct contact for club sports while Jason Adamowicz over sees him. You should also CC Autumn Duncan at adduncan@bsu.edu, Gonzo Barajas at gbarajas@bsu.edu, Jason Adamowicz at jadamowi@bsu.edu, and Daniel Byrnes at dpbyrnes@bsu.edu. Let them know you would like to repeat the event. It would be a good idea to remind them what the event is. You will probably want to attach the full proposal in the email. It is important that you request a meeting to discuss dates and times so you can get the event on their schedule and the space reserved. Ben, Autumn, and Gonzo represent the “reservation team” for clubs, sports, and facilities. Jason may email you directly and tell you to submit a space reservation request using the recreation website. Don’t do this. Work directly with the above people. They will tell you at the meeting what dates will and will not work because they have the entire facility schedule in front of them. You will be able to schedule your event directly with them. This could take a few weeks depending on their availability but it is best to get your event on the schedule before other clubs and organizations request the space. Because of this, I would recommend starting in the fall semester. I would suggest getting on their agenda before NIRCA season starts with the event finalized on the calendar by the end of NIRCA season.

Because the space reservation should be done in the fall semester and the BSRA elects new officers at the end of the fall semester, the meeting should include the next president or presidential candidates.

26.2 hours is impossible to reserve because sports have indoor priority over clubs. 13.1 hours is possible but it costs quite a bit in terms of paying the required personnel. The best time allotment would be 6.55 hours, a quarter marathon. I would also recommend going straight for the indoor field sports building rather than using the track. This would guarantee a facility in case of bad weather. The only drawback is paying for two recreation staff to keep and supervise the facility. This is better explained in the next section.

Recommended Date: Because the MC5 is incredibly important to our club and NIRCA as a whole, I would recommend starting the date once the MC5 is completed. You should for sure have the date selected and reserved by the end of the fall semester, preferably by October.

Required Personal

Recreation and Club Sports requires us to have two personnel in case of emergencies, possibly three depending on the time. The first required person is a recreation staff member. This person must be present during the entire event and will cost \$7.25/hour. The second required person is either EMS or a certified athletic trainer. An EMS would cost \$100/hour so that is financially impossible to afford. The certified athletic trainer costs \$25/hour, a much more manageable cost. These staffing appointments are the reason for the 6.55 hour change. The third staffing requirement is a recreation supervisor. This person costs \$8.25/hour but is only needed if

the event runs through the night. The hours for this person are whatever hours fall outside of the Recreation Center open hours.

Ben Peaks takes complete control of who needs to be there and how they get paid. Just keep communication with him about what is needed and how much it costs. This year Ben got in contact with Central Indiana Orthopedics, and an athletic trainer was sent from there.

Heather Abbott Foundation

The Heather Abbott Foundation is important to this event because of its ties to running. Heather Abbot watched the Boston Marathon every year with her friends. She was one of several spectators to be harmed by the bombing of the marathon on April 15, 2013. After recovering from the loss of her leg through prosthetics, she created the H.A. Foundation to help fund the cost of prosthetic legs for others.

The Heather Abbott Foundation portion of this event is extremely easy compared to what needs to be done with Recreation Center staff. Contact the H.A. Foundation on their website:

<http://heatherabbottfoundation.org/about/>

Find the "Contact Us" tab to send them an email. Don't go to the "Donate" tab. The donate tab is for credit card donations. Because we are a club sport, our donation has to be mailed to their address. In your email, give a brief explanation of the event. Let them know we would like to donate but our finances are subject to approval from Ball State. Club Sports has put the Heather Abbott Foundation into the active vendor list. There shouldn't be a problem using this foundation again, but you should check with Club Sports to see if they need an IRS waiver from the H.A. Foundation. If they do, email the H.A. and explain what you need. They will know what it is. They should get back to you relatively soon with both of these. Make sure you send whatever form is sent to you from the H.A. Foundation to Ben Peaks at bwpeaks@bsu.edu. By doing this, you ensure you have the correct forms as well as proof that the Recreation Center has the forms. You will not be denied donating money to a charity. You just have to make sure all the correct forms are submitted.

Recommended Date: This portion of the event isn't a big deal because you cannot be denied. You just need to be sure Ball State has the appropriate paperwork by event day, which they should already have on file. Always check to be sure though. Something may change.

Donations

Businesses are a little tricky because you have to find the best way to contact each business. I would recommend face to face because it is harder to turn someone away when they are physically there. There are two documents associated with business donations: the Business Proposal and the Pledge Document. The Business Proposal is a brief explanation of what we are doing. You should be able to communicate this without looking at the proposal. The Pledge Document is a contract stating the business will donate what they say they will donate. Basically, it turns a verbal agreement into a written contract. Businesses aren't going to donate if you call or email them. You need to be face to face. You can call to set up a meeting but you should ask in person. Also, businesses should be contacted well in advance. I would suggest starting in the late fall semester because the bigger corporations will need to send it up the chain for approval. Be persistent as well.

Individual donations are pretty easy. Just ask and collect. I would suggest collecting any individual donation before the event occurs, that way you don't have to hunt down people.

Recommended Date: Start collecting donations as soon as the event date is selected. It is best to start early to get on business' radar. You also have more time to collect more money.

Participant Information

In 2016, we only allowed BSRA members to run in the event. Enough time wasn't allowed to get all of the paperwork around for alumni and professors to participate. You should start on this early on in the spring semester. Talk with Ben Peaks to find out what it would take to have alumni and professors be able to participate and get it put together. You should have sign-ups for professors and alumni posted a couple months before the event. An April event should be posted in late January or early February. This could also be a good place for donations. Have each professor and alumni donate a fixed amount to be able to run for an allotted amount of time. The BSRA sign-up sheet should be posted about a month before the event so people can get it on their calendars early.

About a week before the event, an email needs to be sent to each individual that is signed up to remind them when they are signed up, event day details, and whether or not they pledged a donation and its amount. You should send out another email to BSRA members the night before the event because college kids are clueless.

Event Day Details and Immediate Pre-Event Details

You need to set up a meeting with Ben Peaks a couple days prior to the event to discuss event details. This is really what you will need on event day. I brought in my iPod and charger, my laptop and charger, and cups for water. We were provided with speakers, a microphone, tables, chairs, and coolers for water. You just need to let Ben know what needs you have for him to provide. On event day, Ben had tables and chairs already set up. He also had coolers ready to go. Staff was provided by him as well so you don't need to worry about that. You just need to keep communication with him on who is coming and when. Come in at an hour early to get everything set up that you need to set up. You'll be done with plenty of time to spare. Once runners start arriving, they will need to sign a waiver so it would be a good idea to have multiple laptops set up if you have lots of runners. The event itself runs pretty smoothly. You need to announce what time it is and how much time is left in an interval so runners know when to start. This year, I was keeping track of everyone's miles as well as using the microphone. In the future, it would be best to have two executives in charge of tallies and the microphone. You could switch these out every thirty minutes to keep it fresh. Executives could then participate as well. The most important thing is to have someone keep track of all of the laps ran. The recreation staff and the athletic trainer will worry about any emergencies that arise. Tear down is an easy process because the recreation staff will help and you can recruit any remaining club members to help as well.

Donations Post Event

On completion of the event, the total miles need to be tallied in order to assess donations. An email should be sent to each individual business letting them know how much money they are donating, according to their pledge document. This should be collected the Monday after the event and deposited into the BSRA bursar account. A check should be requested no later than the following Tuesday to be sent to the Heather Abbott Foundation. The deposit and check amount should match.

Thank You's should be sent out to individuals and businesses. These should include a thank you for the donation and a summary of the event including laps and miles ran. You should also include a "we hope you will donate again" statement at the end.

Finalizing the Event

To complete the event, the check needs to be sent out to the Heather Abbott Foundation. As soon as the check request is submitted, email Ben Peaks at bwpeaks@bsu.edu and Autumn Duncan at adduncan@bsu.edu. Let them know that the deposit has been made and the check request has been submitted. Include the amount in this email as well.

Ben will make sure the staff is paid but stay in contact with him so you know how much it cost and that they are paid. Once these two things are complete, the Chronothon is finished. You should update the Steps for the Future Chronothon with any changes that need to be made.

Yours in running,
Nicholas Nordmann